

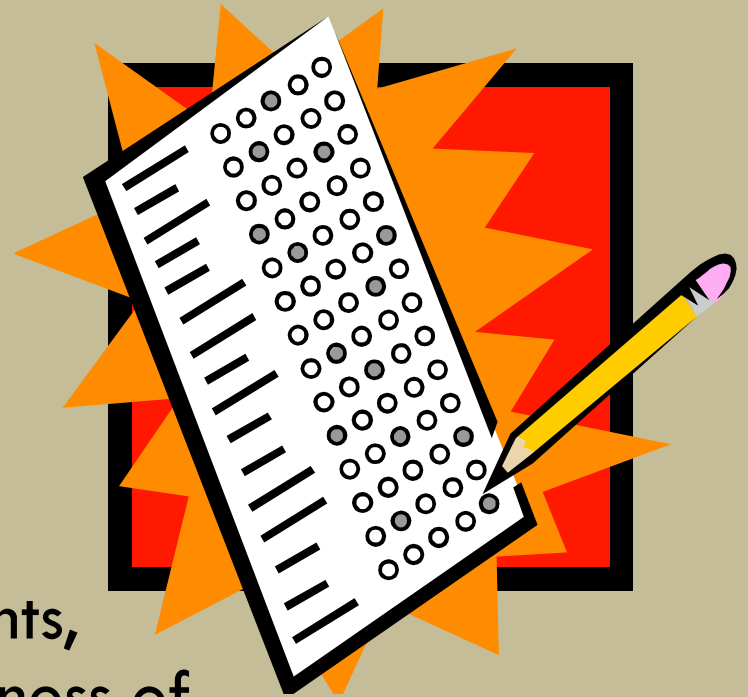
2011-12 Participant Survey Results



*Presented by Doug Burt, AZGFD
Summer 2012 HAWHG Meeting*

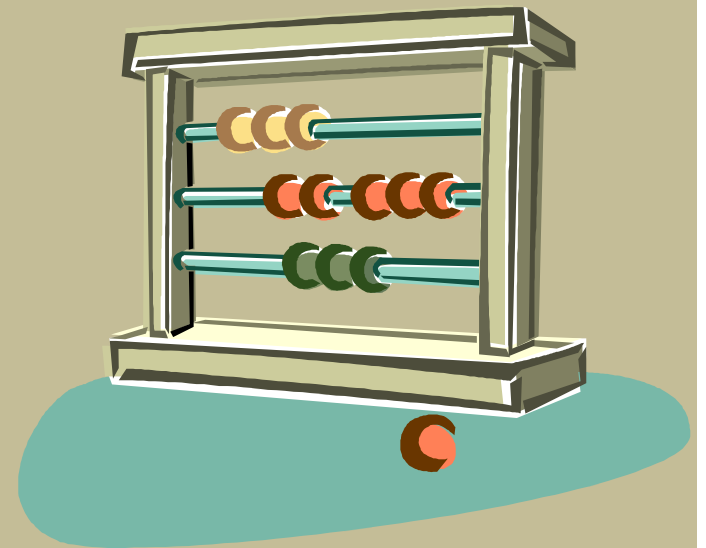
Survey Overview

- Survey of primary participants – taken before the event to determine:
 - Demographics
 - Experience level
 - Family experience
 - Interests
 - Contact information
 - How they heard of event
- Data is expected help guide events, outreach and long-term effectiveness of recruiting and retaining new customers.



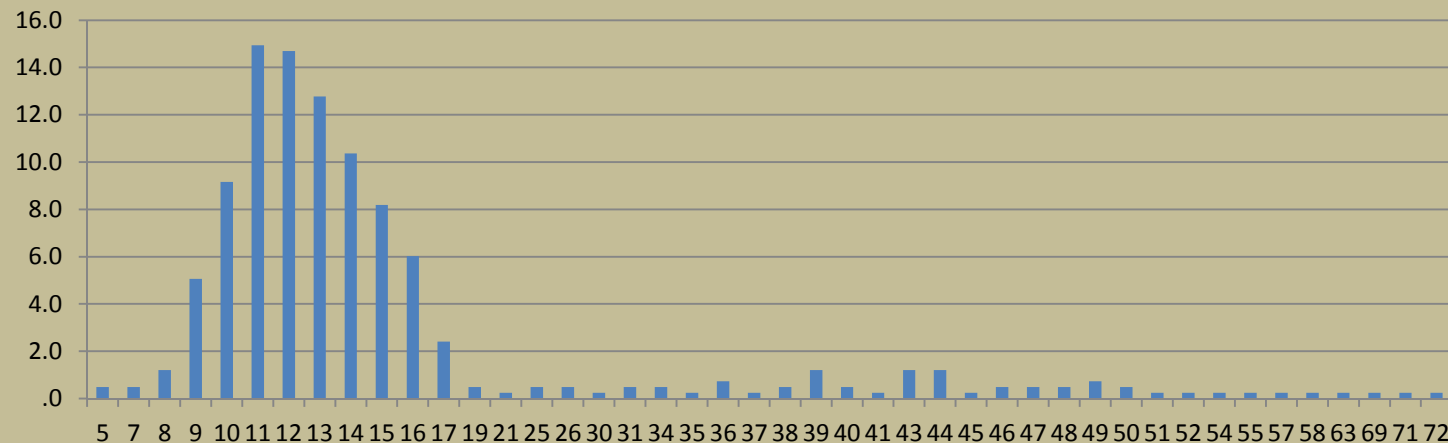
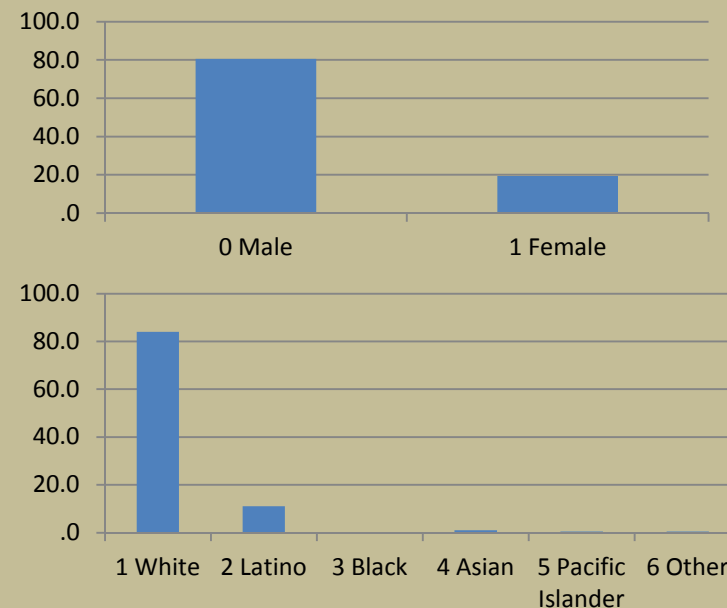
By the Numbers

- 45 events hosted in 2011-12 season
- 42 partners involved in events
- 21 events surveyed
 - *survey launched mid-season*
- 419 completed
- 782 primary participants
- 1904 event attendees

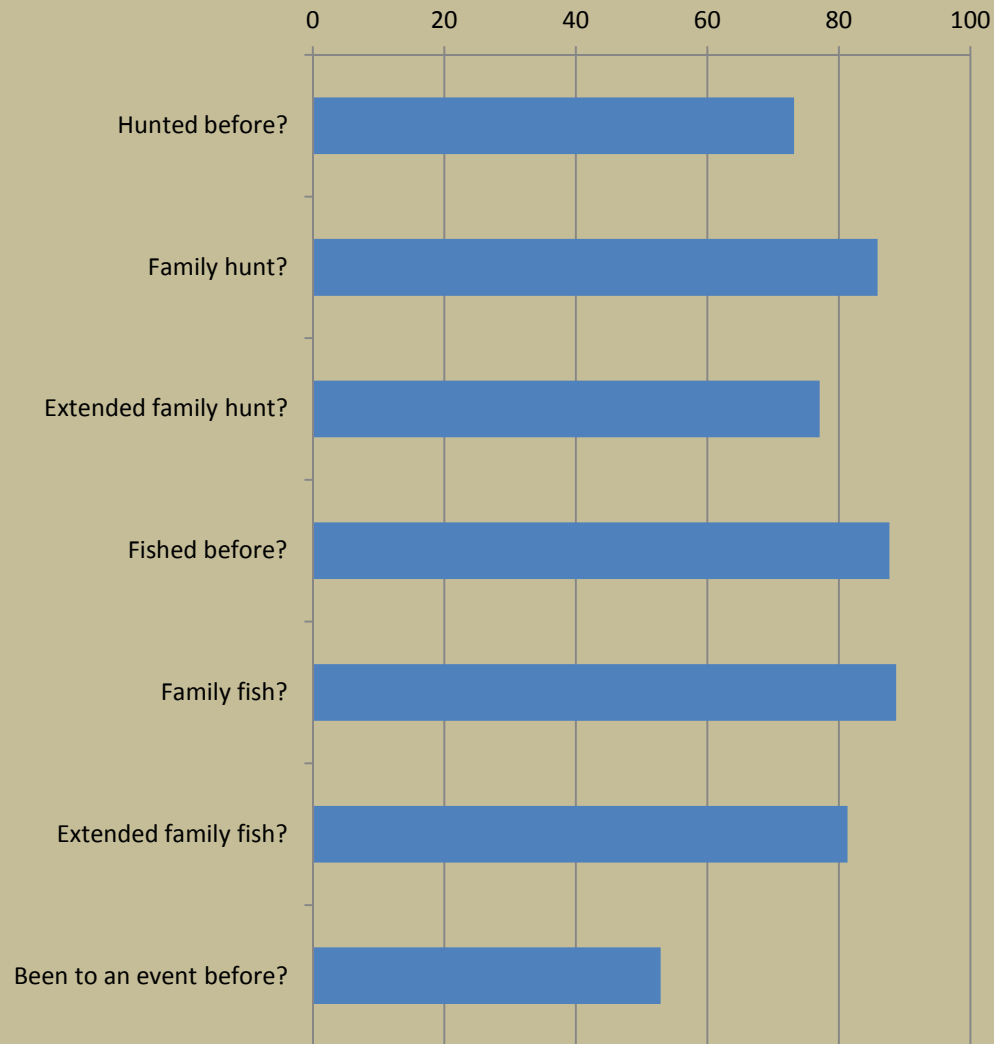


Demographics

- Gender
 - 80% male, 20% female
- Race
 - 84% White, 11% Hispanic
- Age
 - 13 years old median

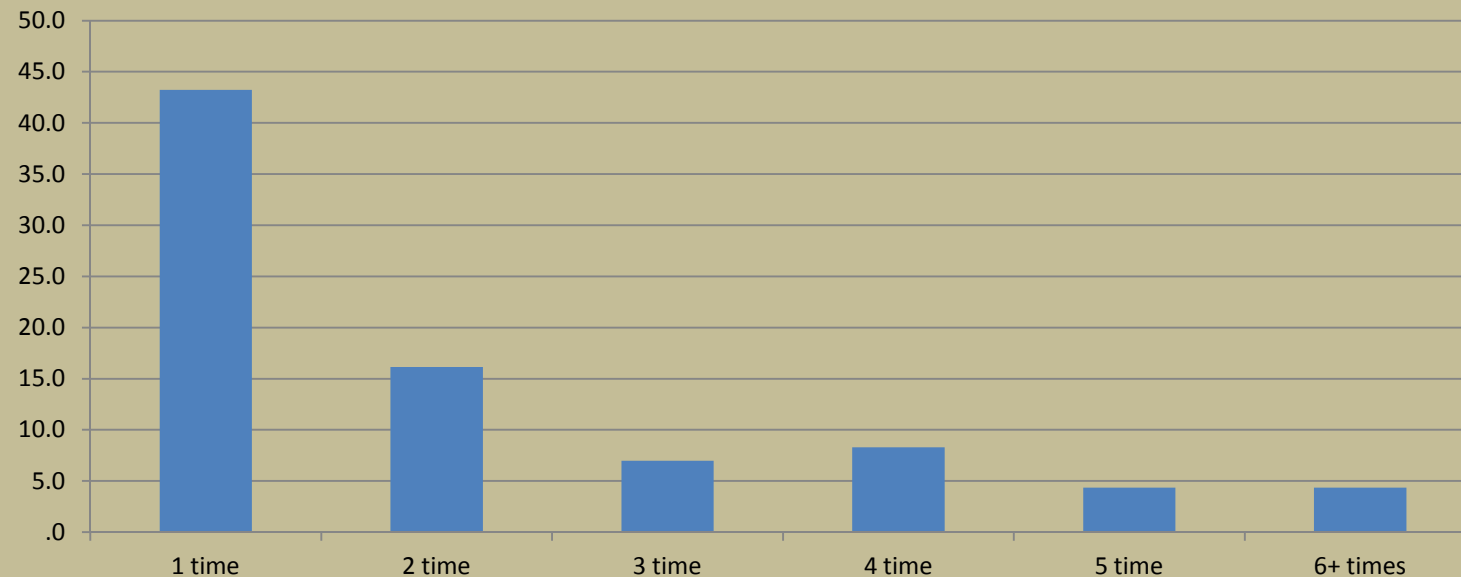


Participant Experience Level



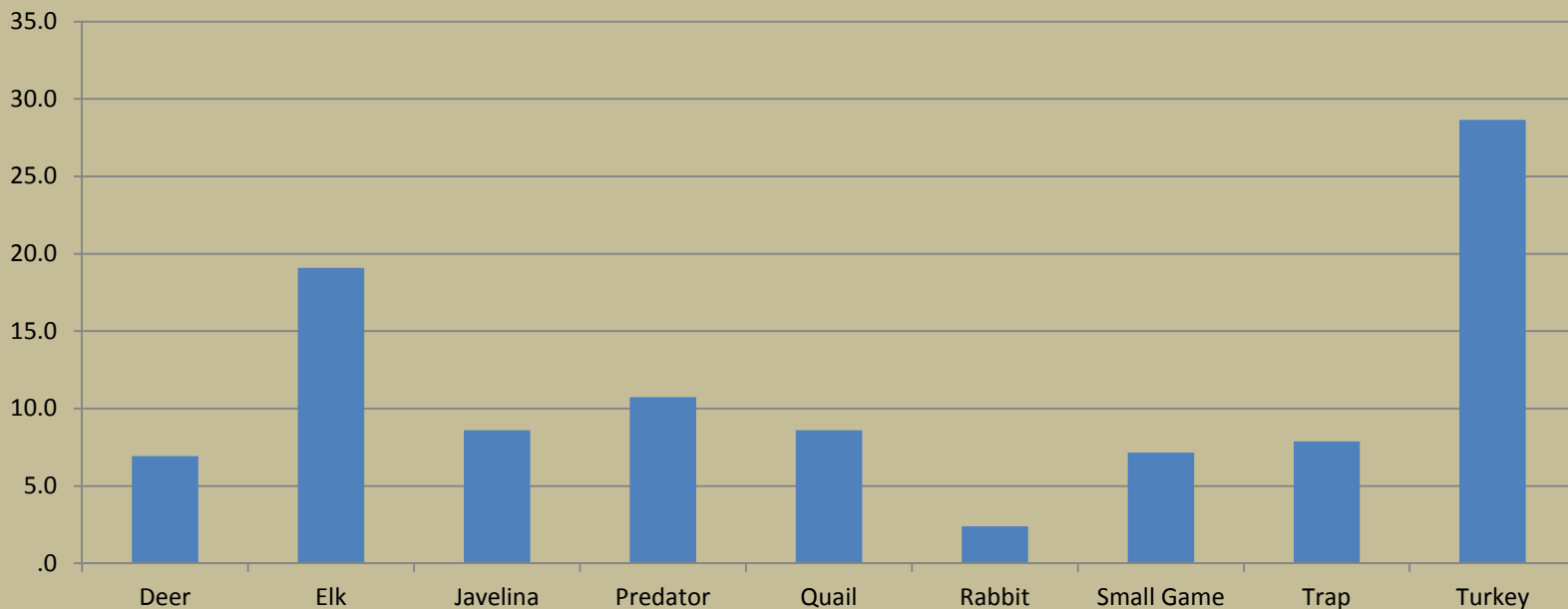
- You hunted before?
– **27% No, 73% Yes**
- Family hunt?
– **14% No, 86% Yes**
- You fished before?
– **12% No, 88% Yes**
- Family fish?
– **11% No, 89% Yes**
- Attended before?
– **47% No, 53% Yes**

Frequency of Attendance



- 53% of participants attended more than 1 event.
 - 60% of those repeat customers come 1-2 more times
 - 24% attended 3 or more events

Type of Events Surveyed

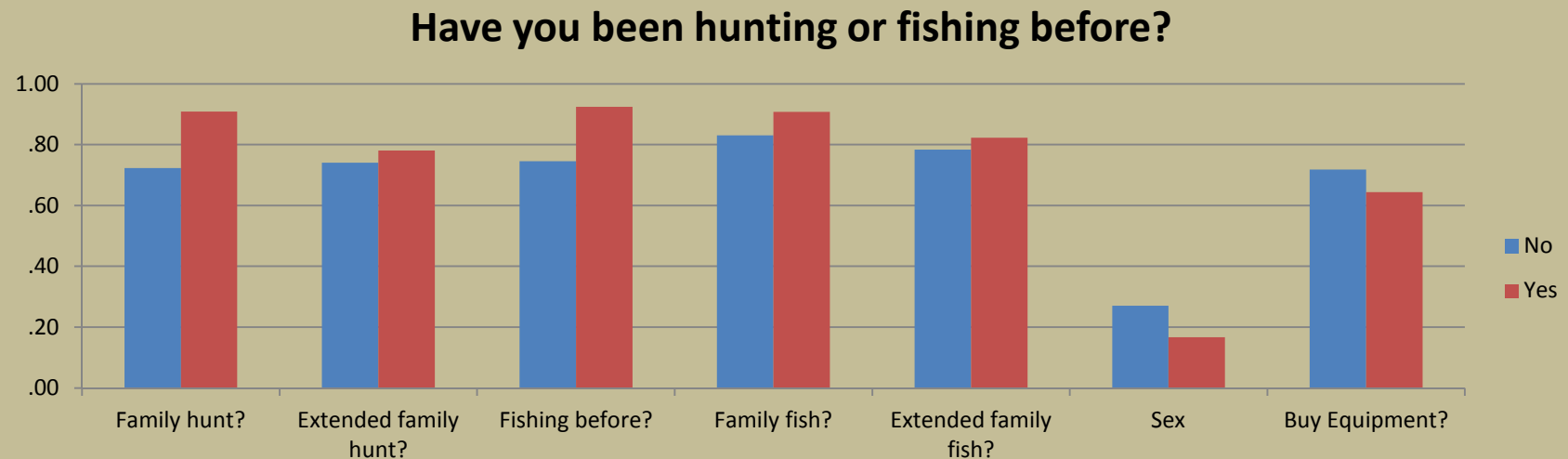


HAHWG-mentored events offer an array of opportunities, diversity of species, and skills to learn.

There were 4 HAHWG events that were either exclusive to fishing, or offered some fishing, but they were not surveyed.

- 63% Big game
- 29% Small same
- 8% Trapping

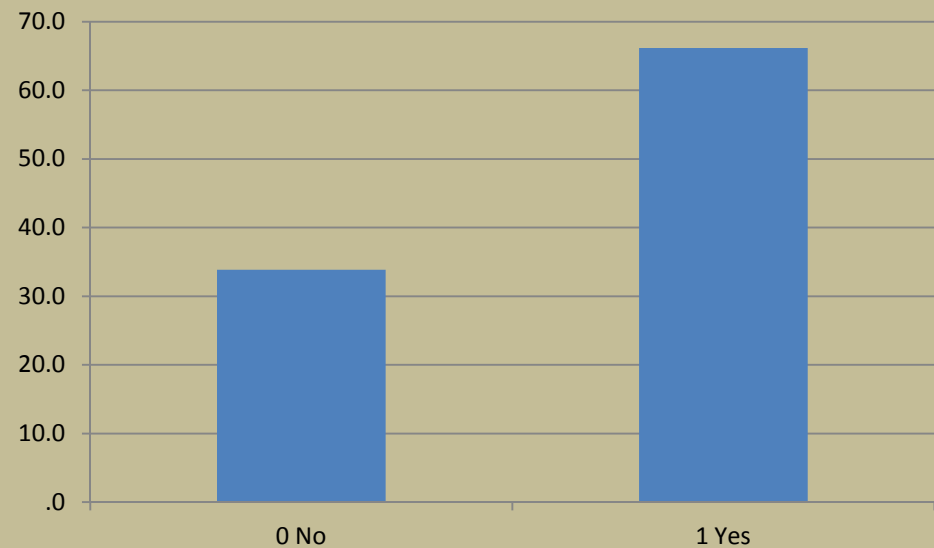
A look at the “New” hunters



27% are “New” to hunting, 12% are “New” to Fishing and they are:

- More likely to be from families that haven’t hunted or fished before.
- Are more likely to buy equipment.

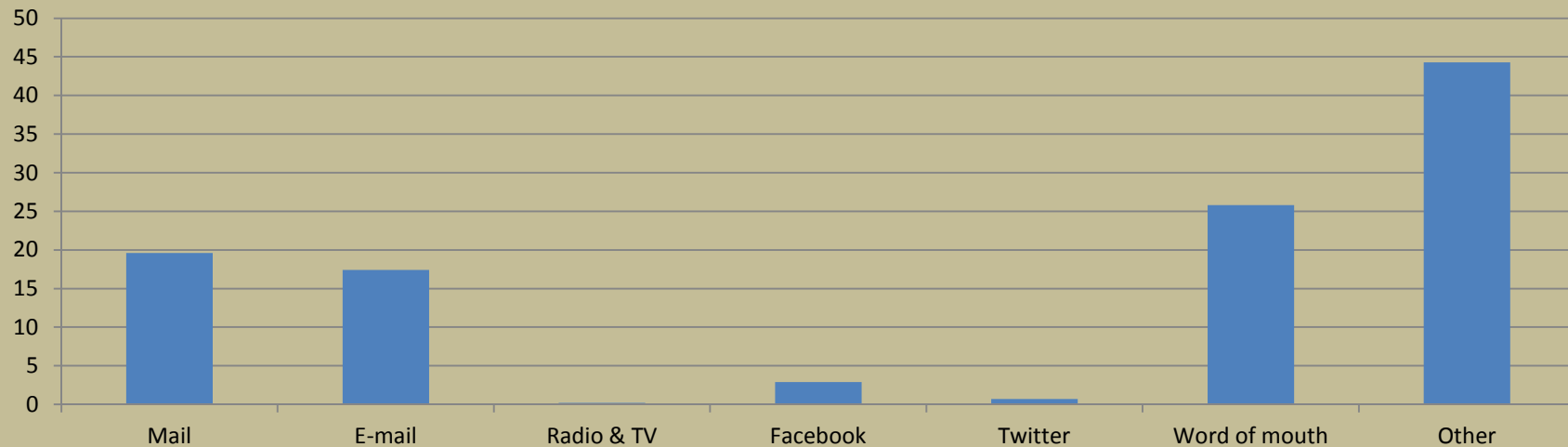
Growing the Outdoor Industry



66% of attendees, responded “YES”

“I plan to get hunting [fishing] equipment in the next year.”

How They Hear About us



- Other includes 177 responses:
 - AZGFD: website, regs, ad, magazine
 - Outdoor Expo (G&F, ISE, and no identifier)
 - Flyer, sign
 - Scholastic Clay Target Program (SCTP)
 - Hunter Education
 - Bonnie, Woody, etc.
 - Internet

Where do we go with this info?

- Improve our marketing and advertising program
- Track participants longitudinally
- Identify programs (or elements) that produce best results for duplication
- Attract new partners to the HAHWG alliance (industry)



What's happening now

- Presented findings to the Commission in May
- Launched post survey of 2011-12 primary participants in June
- Revising pre-event survey from HAHWG member input, will distribute to 2012-13 event hosts





Questions?
